

“History Guide”



YAT330A_CA12_DRT1_G4_DEPI2

Instructor:

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Team roles:

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Nada Ahmed: Campaign and designs

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Introduction:

Egypt, with its rich history, stunning landscapes, and vibrant culture, remains one of the world's most sought-after travel destinations. However, to compete in the modern tourism market, there is a growing need for innovative digital marketing strategies that effectively showcase Egypt's hidden gems, diverse experiences, and cultural heritage to global audiences.

This project aims to boost awareness of Egypt's tourism potential by leveraging digital marketing strategies. Through social media campaigns, influencer collaborations, and interactive content, the campaign will highlight Egypt's diverse travel experiences, from historical landmarks to entertainment and medical tourism.

Content Strategy:

Goal:

Our page will be a go-to resource for information and inspiration about slow tourism in Egypt through posting and sharing different places and hidden gems around Egypt and everything related to this including date, time, fees and locations, to provide convenience

Content Format:

- Blog posts with engaging storytelling and high-quality photos/videos.
- Listicles ("Top 10...") for easy reading and sharing.
- Infographics with useful tips and tricks.

Content Calendar:

- A consistent posting schedule (3 times per week).
- Pre-planned content.
- Relevant timely updated content.

KPIs:**“Awareness & Reach KPIs”**

1. Social Media Reach & Impressions
2. Website Traffic
3. Content Performance
4. Media & Influencer Impact
5. Search Engine Visibility

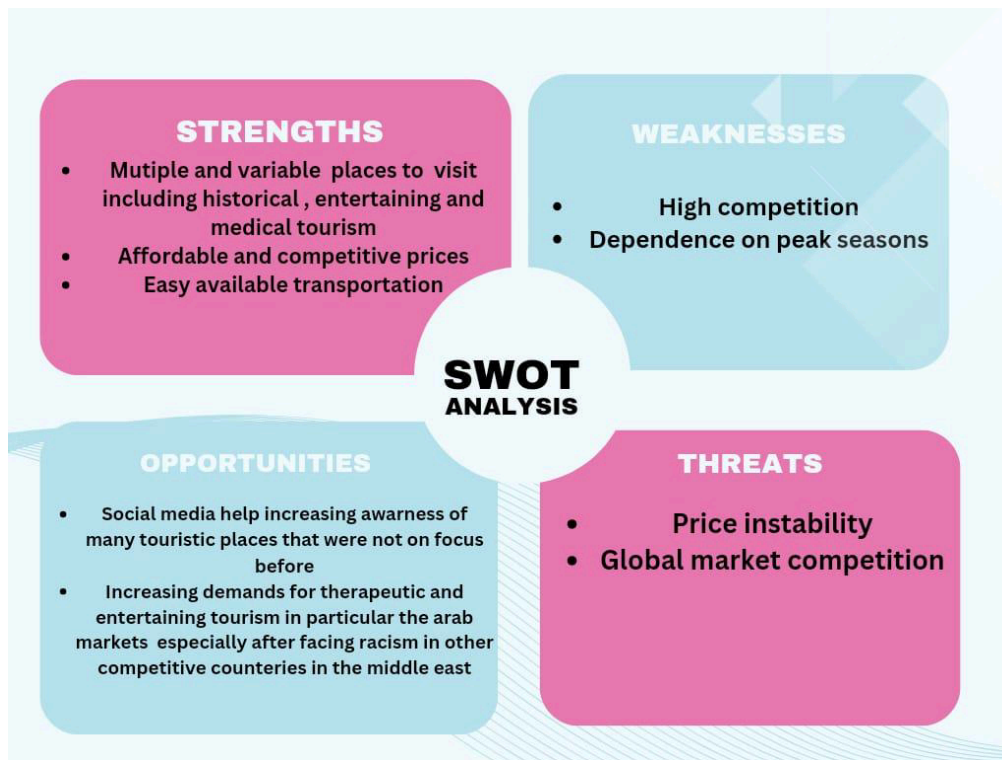
Timeline:

- Week 1: Organic posting
- Week 2: Paid A/B testing
- Week 3: Paid campaign based on A/B testing results
- Week 4: Analysing campaign's outcome

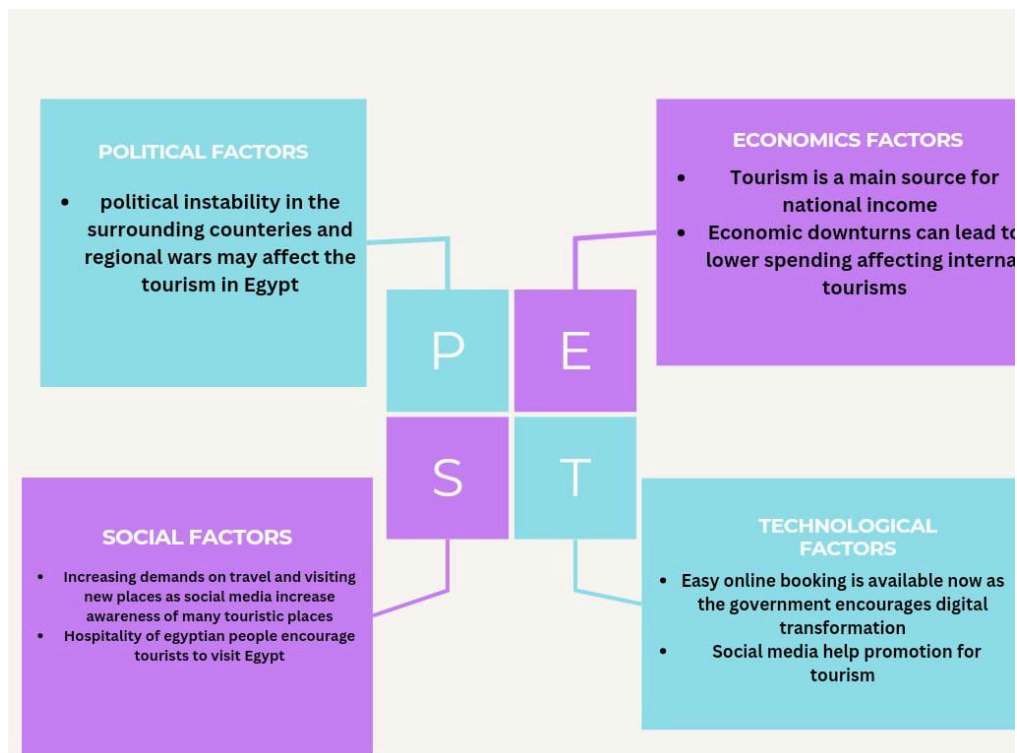
Measurement and Analysis:

- Tracking social media engagement (Likes, shares, comments).
- Analyzing data to understand what content resonates most with our audience.

SWOT Analysis:



P.E.S.T Analysis:



Persona 1:

Parents (30-45 years old)

Interests	· Civilization · Kids · Tourist places · Tourist information · Trip
Behavior	· Busy · Searching for trips
Demographics	· 30-45 years old · Have kids · Male · Female · Middle income · Interest in Tourist place

Persona 2:

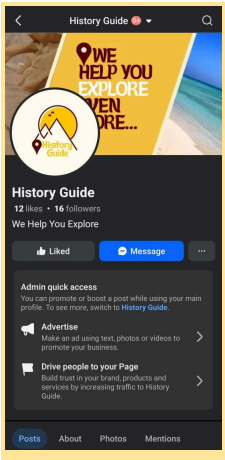
Teenage (13-19 years old)

Interests	· Civilization · fun · Tourist places · Tourist information · Trips
Behavior	· In a hurry · Searching for trips · Interest in trend
Demographics	· 13-19 years old · teenage · Male · Female · Studying · Have no income · Interest in Tourist places

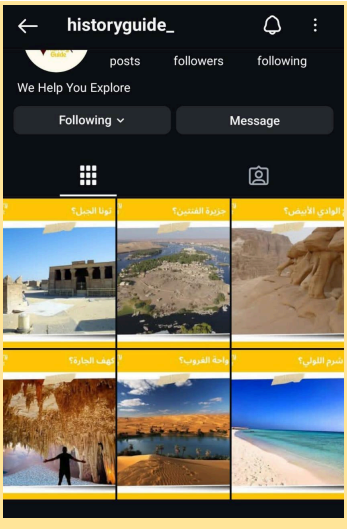
Customer analytics:

Category	details
Who	· Parents at age (30-45) – middle income · Teenage at age (13-19)
Where	Facebook
What	Trips Tourist information Planning for trips
Why	Increase knowledge about tourist Save time and good budget

Facebook page:

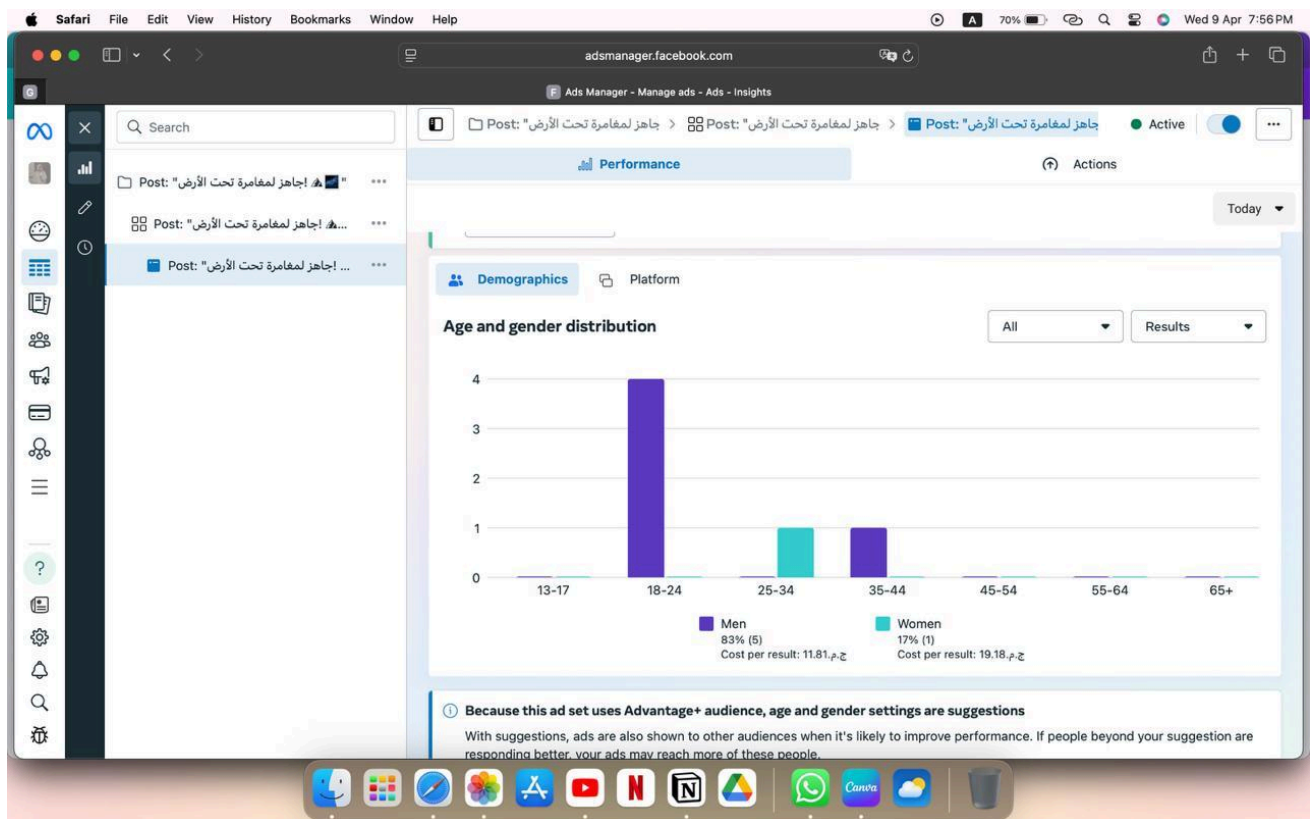


Instagram page:



Campaign Details:

- **Page:** *History Guide*
- **Ad Type:** Messenger Campaign
- **Objective:** Get more messages
- **Content:** Teasing post about *Gara Cave* in the Western Desert – motivational tone targeting adventurers and discovery lovers
- **Format:** Image + motivational text + “Send Message” button



Campaign Results (from attached images):

Metric	Value
Reach	2,054 and 1,900
Views	2,860 and 2,889
Link Clicks	23
Engagement (Interactions)	16
Messages Started	9

Performance Analysis:

1. Click-Through Rate (CTR):

- Approx. CTR = $(23 / 2,054) \times 100 = \sim 1.1\%$
- This is considered an average to good rate, but there's still room for improvement.

2. Message Conversion Rate:

- 9 messages started from 23 clicks = **$\sim 39\%$ conversion rate**
- This is excellent and shows that the people who clicked were genuinely interested.

3. Engagement Level:

- Total engagement (likes, shares, comments) is relatively low (only 16), which slightly limits the organic reach.

Strengths:

- The ad copy is engaging and intriguing.
- The visual is eye-catching and sparks curiosity.
- Targeting is fairly effective, as it brought in genuine interest.

Suggestions for Improvement:

1. Design Enhancements:

- Add a clear CTA on the image itself (like "Ready to go?" or "Explore with us").
- Consider using a carousel instead of a single image, especially if there are more visuals of the cave.

2. Ad Targeting:

- Focus more on adventure seekers, campers, local travel enthusiasts, and relevant Facebook communities.
- Target interests such as "camping," "desert adventures," "outdoor travel," etc.

3. Split Testing (A/B Testing):

- Try a second version of the ad with a different image or headline.
- Consider using a short video or 15-second Reel version.

4. Boosting Engagement:

- Add a question at the end of the caption (e.g., "Would you dare enter this cave?").
- Encourage people to share their opinions or previous experiences in the comments.

5. Stronger CTA:

- Instead of "Send Message," test CTAs like "Ask Now" or "Reserve Your Spot."

Next Steps:

1. Modify the current ad or launch a slightly tweaked version.
2. Closely monitor the CTR and CPC (cost per click).
3. Calculate **cost per message** and evaluate whether it's within your budget.
4. Scale the ad if performance improves after the changes.

Current Content Analysis:

- **Content:** The page presents a variety of historical information, focusing on simplifying historical events and delivering them through a narrative style that attracts the audience.
- **Style:** Uses simplified Modern Standard Arabic, making the content accessible and understandable to a wide range of followers.
- **Media:** Relies on historical images and infographics to support the written content, enhancing its visual appeal.

Suggestions for Improvement:

1. Content Diversification:

- **Short Videos:** Create short clips that highlight important historical events or fun facts.
- **Interactive Stories:** Use the “Stories” feature to post interactive quizzes or polls on historical topics.

2. Posting Schedule:

- Set specific posting times based on when the audience is most active to increase reach and engagement.

3. Audience Interaction:

- Regularly respond to comments and questions to strengthen audience relationships and build a loyal, engaged community.

4. Performance Analysis:

- Use tools like Facebook Insights to better understand which content performs best and focus on producing similar content.

5. Collaboration with Similar Pages:

- Partner with other pages focused on history or culture to cross-promote content and exchange audiences

Next Steps:

- **Evaluate Current Content:** Review past posts to identify which types of content received the most engagement.
- **Develop a Content Plan:** Create a content calendar that includes a mix of formats (text, visual, interactive).
- **Monitor Performance:** Regularly check Facebook Insights to adjust your strategy based on data and audience behavior.